**Why more Veg?**

**BETTER HEALTH**

The World Health Organization has found that a diet low in animal products, while also higher in vegetables and fruit, was associated with a lower risk of heart disease, stroke, osteoporosis, type 2 diabetes, and various cancers. A plant-based diet rich in fiber, folic acid, and antioxidants is also associated with lower cholesterol, blood pressure and body fat. From children to seniors, a more plant-based diet is a safe and highly recommended way of preventing chronic disease and maintaining a healthy weight. Prevention is the best prescription.

**A SUSTAINABLE FUTURE**

We can make an incredible impact on the environment and slow global warming simply by eating lower on the food chain. It requires an average of 6kg of plant protein to produce 1kg of animal protein, and 100 times more water. The UN reports that animal agriculture is responsible for 14%-25% of global warming emissions worldwide, with cattle ranches and feed production accounting for over 70% of deforestation in the Amazon. The growing livestock sector is the largest source of water pollution worldwide. The time to act is now.

**COMPASSION FOR ALL**

A kinder diet is the key to saving billions of animals. Much like humans, dairy cows carry a single calf for 9 months. Kept almost constantly pregnant, the mothers are cruelly separated from their calves after birth, and later slaughtered when milk production slows. The egg industry destroys millions of male chicks each year. Calves after birth, and later slaughtered when milk production slows. The egg industry destroys millions of male chicks each year. The adult population worldwide have trouble digesting lactose. The egg industry destroys millions of male chicks each year. The adult population worldwide have trouble digesting lactose. More can be fed on a plant-based diet: over 70% of grains and soy grown in North America feed livestock, not people. Over 65% of the adult population worldwide have trouble digesting lactose (dairy). By always providing well-labeled plant-based options, we ensure that everyone is welcome at the table. Plant-based is the most equitable menu there is!